



# INTERCHANGE

PUBLISHED BY THE PRESIDENT'S COMMISSION ON PERSONNEL INTERCHANGE

## President Announces 81 Appointments to Interchange Program

The President has announced the appointment of 81 Federal and Private Sector participants by the President's Commission on Personnel Interchange to the 1973-74 President's Executive Interchange Program.

Administered by the President's Commission on Personnel Interchange, the program provides executives from Federal departments and agencies and the private sector with the opportunity to share talents and experience, while working in challenging and responsible positions in the opposite sector for a one-year period.

Both business and government benefit by the interchange. Through the exchange of management techniques, coupled with a new perspective, the executives gain a better understanding of the decision-making processes of the other sector. Participants in the Program must first be nominated by the head of their Federal department or agency or by the chief executive of the sponsoring company. The Commission then makes the selection based on an evaluation of leadership and management ability, a history of professional accomplishments and the potential to become a senior executive of the sponsoring organization.

After being selected, Interchange Executives are matched with positions in the opposite sector which utilize specific skills and experience and provide opportunities for better understanding, challenge and knowledge.

In addition to the work experience, Interchange Executives participate in an education program which parallels their assignment. For those assigned to Washington, the program consists of weekly meetings with key officials from all branches of the government. Federal executives participate in special programs in their host cities which are designed to enrich their total experience.

The 45 Private Sector Executives and the 36 Federal Executives represent the participation of 56 private sector organizations and 24 Federal departments and agencies in a host or sponsoring capacity.

Private sector participants stationed in Washington represent various geographical areas of the country and most of the major industries. Federal Executives have been placed primarily in the major U.S. cities, with concentrations in New York, Detroit, Chicago, Houston, Los Angeles and San Francisco.

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## Detroit Education Kick-Off Held A Success

Detroit was the scene as the President's Commission on Personnel Interchange kicked-off the first "Host City Education" program for Federal executives concentrated in a number of cities around the country.

Representatives from the Ford Motor Company, General Motors Corporation, Burroughs Corporation and ACTS Computing met on October 15, when Executive Director Jay I. Leanne outlined the need for a supplemental education program for those Government executives in the Detroit area.

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President's Commission on Personnel Interchange Chairman, Herman L. Weiss, illustrates the Executive Interchange "Program Goals" to the newly appointed Commissioners and Executive Director, Jay I. Leanne. From left to right: Leanne, William E. Simon, Deputy Secretary of the Treasury, Chairman Weiss and John K. Tabor, Under Secretary of Commerce.

## P-C-P-I Has Two New Commissioners

Deputy Secretary of the Treasury, William E. Simon and Under Secretary of Commerce, John K. Tabor were recently appointed as members of the President's Commission on Personnel Interchange. The appointments were announced by the President through Deputy Press Secretary, Gerald Warren, at the White House.

The Commission, established by Executive Order, is comprised of members from Government and the private sector. The new Commissioners were sworn in at the close of the last Commissioner's meeting, September 20.

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# Private Sector Executives Stationed in Washington



Private Sector Executives above are (front, left to right) Harry Ambrose (Quaker Oats to Department of Transportation); Robert Witter (Weyerhaeuser Company to Department of Agriculture); David Smith (Mobil Oil to General Services Administration); Donald Kern (Peat, Marwick, Mitchell to Securities and Exchange Commission); (back, left to right) Ralph Barra (Westinghouse Electric Corporation to National Bureau of Standards, Department of Commerce); Robert Bowen (Phillips Petroleum Company to Department of Treasury); and Ronald Maskalunas (Coopers & Lybrand to Department of Health, Education, and Welfare).



Above are (front, left to right) Walter Sessions (Southern Bell Telephone and Telegraph to Federal Power Commission); Knox Ramsey (General Motors Corporation to Department of Housing and Urban Development); George Tappert (General Electric Company to Department of Housing and Urban Development); Patric Little (Prudential Insurance Company to Department of Housing and Urban Development); James Bonin (Shell Chemical Company to Environmental Protection Agency); (back, left to right) Ray Russell (Dow Chemical USA to Department of Health, Education, and Welfare); and William Kirvan (General Components, Inc. to Environmental Protection Agency).



Above are (front, left to right) Booker Daniels (IBM Corporation to Small Business Administration); Susan Laufer (Quaker Oats to Department of Transportation); Samuel Goldstein (Rockwell International to Department of Health, Education, and Welfare); (back, left to right) Robert Bates (General Electric Company to Department of Commerce); Dean Kleven (Recognition Equipment, Inc. to National Aeronautics and Space Administration); and Ronald Banducci (Pacific Telephone and Telegraph Company to Small Business Administration). Missing from the picture are Patrick Montana (Sperry & Hutchinson Company to Department of Labor); Ann Pacitti (Ford Motor Company to General Services Administration); Dale Phillips (Arthur Young & Company to Department of State); James Rooney (Mead Corporation to Department of Commerce); William Rosenfeld (Hornblower & Weeks-Hemphill, Noyes Inc. to Small Business Administration); Richard Smoot (Philco-Ford Corporation to Department of Commerce); Ernest Wilhoit (IBM Corporation to Department of Commerce); Edmond Western (Sun Oil Company to Department of Interior); William Withersell (Esso Eastern to Department of State) and Jack Valentic (Ford Marketing Corporation to General Services Administration).



Pictured above are (front, left to right) Carl Ludvik (1st National Bank of Miami to Department of Treasury); Ronald Hoffman (SC Johnson & Son, Inc. to Environmental Protection Agency); Lawrence Fisher (Ernst & Ernst to the Veterans Administration); Edward Bridges (Tennessee Gas Transmission to Department of Commerce); (back, left to right) Michael Walker (New England Telephone to Department of Defense); Robert Gurnitz (Rockwell International to Department of Health, Education, and Welfare); and John Mendel (Mason-McDuffie Company to Federal Home Loan Bank Board). Missing from the picture are John Bartlett (Battelle Memorial Institute to National Bureau of Standards, Department of Commerce); James Gipson (Rodeway Inns of America to Environmental Protection Agency); Junius Hayes, III (National Association of Black Manufacturers, Inc. to National Aeronautics and Space Administration); Richard Hayman (Smithfield Foods, Inc. to Cost of Living Council); David Hoffman (Underwriters' Laboratories, Inc. to National Bureau of Standards); and Jerry McGregor (Coopers & Lybrand to U. S. Postal Service).

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# Federal Executives Spend Year in Business

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Above are Government Executives Thurman Davis (General Services Administration to Dalton.Dalton.Little.Newport, Cleveland); Roger Daniero (General Services Administration to ACTS Computing Corporation); George Wirth (Environmental Protection Agency to Dow Chemical, U.S.A.); Alexander Estrin (Department of Health, Education and Welfare to Burroughs Corporation); William Austin, Jr. (Department of the Air Force to Boeing); Martin Brooks (Defense Supply Agency to General Motors Corp.); Myron Bruns (Department of the Army to Mellon Bank); and James Fare, Jr. (Department Hewlett-Packard); Charles Coffindaffer (Department of Health, Education and Welfare to Mellon Bank); and James Fare, Jr. (Department of Commerce to Ford Motor Company). Missing from the picture are Adrian Basora (Department of State to General Electric Company); Stephen Bosworth (Department of State to Continental Illinois National Bank); Arthur Boudreau (Department of Commerce to Rockwell International); Bert Lewis (Department of Labor to General Electric Company); John Laughlin (Department of the Navy to Exxon, USA); Robert P. Schultz (Department of Agriculture to Weyerhaeuser Company); Neil Stein (Civil Service Commission to General Electric Company); and Roy Spillenkothen (General Services Administration to Coopers & Lybrand).

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Associate Justice William H. Rehnquist speaks with Interchange Executives from the private sector when they visited the Supreme Court, during the orientation program at the Brookings Institution.

## Federal Executives

### Initiated Into Business

"Business in Contemporary Society" was the theme for the conference held in New York City in October for Federal Executives working in the private sector this year. The one-week program was aimed at giving the executives a better grasp of the functions and problems of varied business enterprises; the creation and implementation of corporate policies; and the responsibilities, motivation and outlook of senior corporate executives and business leaders.

Dean of the School of Business Administration at SMU, C. Jackson Grayson, addressed the group and gave a perspective of central issues of Government-business relations at the opening dinner session. Other highlights included a visit to the IBM World Trade Corporation, which provided a background on manufacturing administration and organization practices; a trip to the Chase Manhattan Bank, N.A., which profiled economics, urban affairs and energy; the New York Stock Exchange, providing a look at its role and purpose; the General Electric Company which hosted the executives for discussions on changes in the work ethic, financial management needs, and the manager's job in the private sector; and the Exxon Corporation for a meeting on the energy outlook and its economic implications.

In addition, the Federal executives had discussions with: Thomas O. Waage, Senior Vice President, Federal Reserve Bank of New York (on "The Money Markets: Impact on Banking and Business Decisions"); Edward K. Hamilton, Deputy Mayor, City of New York (on "Big Business Implications for City Government"); and, Gus Tyler, Assistant President, International Ladies' Garment Workers' Union (on: The Future of American Labor").

### PRESIDENTIAL EXECUTIVE CALENDAR—1974

Nomination of Executives .....	January-February
Executive Assignments Proposed .....	January-February
Interviews with Commission Staff .....	February-March
Job Matching .....	March-April
Interviews with Hosts .....	March-April
Placement of Executives .....	April-June
Executives Begin Assignments .....	June-September

## Government Orientation Given to Business/Industry Executives

Some 20 high-level persons from various Government departments and agencies, the Congress, the Press, the Supreme Court and Academe came together at the Brookings Institution for a week-long "Conference on American Government" held in September for private sector executives employed in Washington.

The concentrated program was designed to initiate the executive's experience in the Nation's Capital and give a preliminary knowledge of the workings of the Federal Government.

Subjects such as Government policy, environment and management and the distribution of power were critical to each discussion. The informal sessions allowed for a give-and-take between speakers and executives through lengthy question and answer periods.

Those featured on the program included: Willis C. Armstrong, Assistant Secretary of State for Economic Affairs; John F. Banzhaf, III, Professor of Law, George Washington University; Joseph A. Beirne, President, Communications Workers of America; Harold W. Chase, Professor of Political Science, University of Minnesota; Congressman Orval Hansen (R-Ida); William A. Johnson, Adviser to the Deputy Secretary of the Treasury; Mary Gardiner Jones, Commissioner, Federal Trade Commission (former); Sidney L. Jones, Assistant Secretary of Commerce for Economic Affairs; Senator Gale W. McGee (D-Wyo); Bruce Meredith, Assistant to the Chairman, House Appropriations Committee; William A. Morrill, Assistant Secretary for Planning and Evaluation, DHEW; Bradley H. Patterson, Jr., White House Staff; Robert L. Peabody, Professor of Political Science, The Johns Hopkins University; William H. Rehnquist, Associate Justice of the Supreme Court; Hugh Sidey, Washington Bureau Chief, Time-Life News; and Robert V. Zener, Acting Deputy General Counsel, Environmental Protection Agency.

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## Detroit Education Program Underway

Because concentrations of Federal Executives have been achieved in some cities, the companies are being asked to assist in the development of "In-House" programs, acquainting the executives with operations of a private sector organization, and external programs that are available in the geographical area.

Specific programs suggested centered on issue-oriented discussions with all participating companies along with community involvement activities, such as a review of the plans for the "Detroit Renaissance," and a family tour of "Greenfield Village." The Detroit companies agreed to devote two hours per week to supplemental education and to appoint a liaison responsible for planning a portion of the year's activities. Companies plan to rotate the responsibility for the programs each month.

Five similar orientation meetings are being held in Los Angeles, San Francisco, New York City, Chicago, and Houston planning supplemental education programs for Federal Executives in those areas.